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Canada

Annual Wine Report

1998

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Report Highlights:

In recent years, Canadian consumers have demonstrated a greater willingness to try wines from other countries. Imported wine has increased its market share in Canada from just over 50 percent ten years ago, to an estimated level of over 65 percent in 1998.

Includes PSD changes: No
Includes Trade Matrix: Yes
Annual Report
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Canadian Wine Situation

In recent years, Canadian consumers have demonstrated a greater willingness to try wines from other countries. Imported wine has increased its market share in Canada from just over 50 percent ten years ago, to an estimated level of over 65 percent in 1998. Trade sources estimate the total wine market in Canada at close to 24 million cases.

Although U.S. exports of wine face stiff competition from traditional European wine exporting countries and from Southern Hemisphere wine producers, the outlook for growth in U.S. sales of wine continues to be bright. Canadian imports of U.S. wine in 1997 reached a value of about \$68 million, and represented about 16 percent of total Canadian wine imports. In volume terms, the United States is the number two supplier of wine to the Canadian market, surpassed only by France.

In Canada, white wine sales account for about 44 percent of the total wine market, although white wine consumption has been losing ground to red wine in the past several years. Red wine now represents more than 39 percent of the market. Trade sources indicate there is room for continued growth in the Rose/Blush category.

The largest wine markets in Canada are the provinces of Quebec, Ontario, British Columbia and Alberta. These four provinces represent over 90 percent of total wine sales in Canada. The two most populous provinces, Quebec and Ontario, represent about two thirds of the total Canadian table wine market.

One of the challenges facing U.S. exporters of wine to Canada is the wine distribution system which differs in each of the 12 Canadian provinces. Each province has a liquor control board (LCB), and these boards are the only entities that can legally import wine into Canada. In most provinces, these liquor authorities manage retail stores and license agency stores. An exception is the province of Alberta, which in 1993 privatized all liquor retailing. The Alberta Liquor Control Board continues to act as the importer/wholesaler of wine.

In general terms, U.S. exporters are required to have their products “listed” by the provincial liquor control agency. In many provinces, U.S. exporters must have a registered agent who provides the necessary marketing support within the province to provide the necessary marketing support within the province to obtain a provincial liquor board listing.

Typically, an agent will lobby/negotiate with the provincial liquor boards to get a wine listed or to improve the type of listing a wine has. Other agent services fall under the headings of “sales” or “promotion”. Liquor boards devote limited resources to promotion and expect wineries or their representatives to take responsibility for product promotion.

Specific tasks an agent may be responsible for include:

- obtaining liquor board approval of point of sale (p.o.s.) materials;
- arranging for display of p.o.s. materials in individual stores (the liquor board may charge a per store fee for displays);
- arranging to have a special theme promotion in a provincial liquor store;
- setting up tastings in stores;
- drawing the attention of wine writers to the product; and
- calling upon hotels and restaurants to encourage them to carry the product.

As an initial step, U.S. exporters interested in the Canadian wine market should contact the liquor board in the provinces they are targeting for a list of registered agents. A list of provincial and territorial liquor boards may be requested from the FAS office in Ottawa.

Grant to British Columbia Wine Producers

In June 1998, The province of British Columbia announced a \$200,000 grant to the British Columbia Wine Institute to fund market development and vineyard replacement projects for that province's wine industry. The British Columbia Wine Institute was created in 1990 under the British Columbia Wine Act to develop and enforce wine standards, promote B.C. wines and represent the B.C. premium wine industry. Press reports the province of British Columbia has approximately 50 wineries.

Total Wine Imports, Volume

Canada: Imports of Wine					
1994-1998 Calendar Years					
'000 Liters					
HS=2204, 2205					
	1994	1995	1996	1997	1998
					Jan-Sep
France	54,131	48,948	52,325	57,296	49,045
United States	32,628	26,722	31,882	31,585	28,933
Italy	25,574	25,326	28,390	28,199	25,720
Chile	14,513	21,765	28,244	28,252	18,269
Australia	6,255	5,563	6,828	7,306	6,333
Germany	7,010	6,190	5,303	4,743	3,669
Spain	6,252	3,803	3,885	4,435	3,651
South Africa	3,410	3,208	3,771	5,432	2,636
Portugal	2,652	2,888	3,180	3,667	3,130
Hungary	2,185	2,068	2,190	1,932	1,436
Others	4,454	4,995	7,206	9,356	6,635
Total	159,062	151,474	173,205	182,203	149,457
17-Dec-98					
wiqim98.prn-FAS/Ottawa-Source: Tiers; StatCan.					

Total Wine Imports, Value

Canada: Imports of Wine					
1994-1998 Calendar Years					
C\$ '000					
HS=2204, 2205					
	1994	1995	1996	1997	1998
					Jan-Sep
France	189,939	195,987	199,017	217,677	199,256
Italy	66,339	76,607	90,380	94,392	85,279
United States	66,335	67,195	87,227	94,741	83,958
Chile	21,078	27,471	38,487	51,244	43,264
Australia	21,393	21,034	28,980	33,785	31,000
Germany	20,575	20,934	19,148	17,629	13,675
Spain	14,379	13,548	15,335	17,161	13,887
Portugal	10,136	11,367	15,053	17,291	14,479
South Africa	8,146	8,029	10,962	12,493	7,780
Hungary	3,966	3,855	4,456	3,829	3,108
Others	9,611	10,666	16,169	20,207	16,324
Total	431,897	456,693	525,213	580,449	512,010
17-Dec-98					
wivim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of White Wine, Volume

Canada: Imports of White Wine					
1994-1998 Calendar Years					
'000 Liters					
HS=2204211010,2204291010					
	1994	1995	1996	1997	1998
					Jan-Sep
France	28,179	24,745	25,520	23,939	19,432
United States	18,886	13,611	16,570	16,788	13,168
Chile	6,342	9,685	13,922	11,962	7,177
Italy	10,652	10,117	9,611	9,279	7,930
Germany	5,976	5,157	4,314	3,751	3,036
Australia	3,436	2,588	2,685	3,185	2,289
South Africa	1,930	1,575	1,720	2,938	1,458
Greece	1,134	1,027	961	859	506
Spain	1,629	538	420	564	534
Hungary	833	819	650	460	429
Others	1,460	1,698	1,678	2,896	1,956
Total	80,458	71,559	78,052	76,620	57,915
17-Dec-98					
wwqim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of White Wine, Value

Canada: Imports of White Wine					
1994-1998 Calendar Years					
C\$'000					
HS=2204211010, 2204291010					
	1994	1995	1996	1997	1998
					Jan-Sep
France	78,656	75,799	71,585	69,997	60,251
United States	33,319	32,031	39,770	41,258	31,216
Italy	22,747	27,217	26,171	26,026	21,603
Germany	16,098	16,236	14,297	13,250	10,792
Chile	7,559	10,077	15,281	17,510	14,437
Australia	11,732	9,969	11,629	13,165	10,243
South Africa	3,371	3,350	4,324	5,297	3,059
Greece	2,024	1,984	1,975	2,000	1,247
Portugal	1,360	1,459	1,354	1,442	987
New Zealand	1,009	1,040	1,076	1,449	1,413
Others	4,343	4,040	4,511	6,123	4,798
Total	182,219	183,202	191,972	197,518	160,046
17-Dec-98					
wwwvim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Red Wine, Volume

Canada: Imports of Red Wine					
1994-1998 Calendar Years					
'000 Liters					
HS=2204211020, 2204291020					
	1994	1995	1996	1997	1998
					Jan-Sep
France	21,635	20,452	22,242	27,985	25,008
Italy	11,173	11,528	14,447	14,108	14,071
Chile	7,398	10,992	13,191	15,582	9,649
United States	9,286	8,866	10,605	10,406	11,184
Australia	2,211	2,191	3,247	3,208	3,178
Spain	2,639	1,262	1,414	1,754	1,634
South Africa	1,149	1,328	1,654	2,185	909
Bulgaria	585	605	1,602	1,610	1,333
Hungary	1,133	1,183	1,251	1,114	890
Argentina	100	399	1,064	2,102	1,386
Others	2,004	2,193	2,519	2,727	1,981
Total	59,312	60,999	73,237	82,783	71,225
17-Dec-98					
rwqim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Red Wine, Value

Canada: Imports of Red Wine					
1994-1998 Calendar Years					
\$C'000					
HS=2204211020, 2204291020					
	1994	1995	1996	1997	1998
					Jan-Sep
France	80,419	90,853	93,895	109,225	106,331
Italy	31,004	36,859	48,194	49,621	48,007
United States	22,074	24,096	32,178	36,109	35,355
Chile	12,959	16,631	21,858	31,469	24,480
Australia	8,103	9,072	14,360	16,404	16,450
Spain	4,609	4,077	5,321	6,165	5,765
South Africa	3,777	3,829	5,207	5,993	3,719
Portugal	1,722	2,190	4,147	2,711	2,375
Bulgaria	993	1,129	3,307	3,299	2,816
Hungary	2,137	2,299	2,583	2,238	1,893
Others	3,513	3,901	5,861	7,678	6,549
Total	171,309	194,936	236,912	270,911	253,740
17-Dec-98					
rwwim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Sparkling Wine, Volume

Canada: Imports of Sparkling Wine					
1994-1998 Calendar Years					
'000 Liters					
HS=220410					
	1994	1995	1996	1997	1998
					Jan-Sep
France	1,345	1,135	1,312	1,463	1,341
Spain	1,065	1,152	1,252	1,145	900
Germany	854	861	781	703	483
United States	877	919	762	677	438
Italy	833	719	720	783	502
Australia	73	56	98	96	100
Hungary	58	47	68	79	60
Chile	21	22	20	29	14
Austria	14	15	19	19	12
Israel	2	1	11	6	4
Others	12	16	36	18	7
Total	5,154	4,941	5,080	5,017	3,863
17-Dec-98					
spqim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Sparkling Wine, Value

Canada: Imports of Sparkling Wines					
1994-1998 Calendar Years					
C\$ '000					
HS=220410					
	1994	1995	1996	1997	1998
					Jan-Sep
France	19,785	19,278	21,031	24,062	20,269
Spain	4,277	4,726	5,330	5,103	4,177
Italy	4,036	3,622	4,018	4,427	2,941
United States	3,886	4,182	3,947	3,617	2,564
Germany	3,804	4,059	3,981	3,684	2,483
Australia	296	239	481	463	459
Hungary	185	155	241	261	206
Austria	72	81	100	87	70
Chile	53	65	62	97	53
South Africa	14	19	80	5	14
Others	58	69	182	159	55
Total	36,466	36,494	39,453	41,965	33,289
17-Dec-98					
spvim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Wine by Province, Volume

	Canadian wine Imports					
	1994--1998 Calendar Years					
	'000 Liters					
	HS=					
	1994	1995	1996	1997	1998	
						Jan-Sep
Ontario	57,907	55,903	62,279	64,392	53,385	
Quebec	51,219	51,114	61,787	65,154	53,863	
British Colombia	29,594	24,474	28,990	32,737	24,302	
Alberta	13,288	10,954	12,174	11,610	11,251	
Manitoba	2,467	3,125	2,586	2,413	2,182	
Nova Scotia	1,611	2,180	1,738	2,209	1,648	
New Brunswick	735	1,634	1,267	1,367	986	
Saskatchewan	1,225	1,116	1,277	1,244	1,013	
New Foundland	812	782	929	831	685	
Prince Edward Island	205	192	170	242	143	
Yukon		0	6	4	0	
Total	159,062	151,474	173,205	182,203	149,457	
18-Dec-98						
prvIm98.PRN-FAS/Ottawa-Data Source: Tiers Database--Statistics Canada.						

Imports of Wine By Province, Value

	Canadian wine Imports					
	1994--1998 Calendar Years					
	C\$ '000					
	HS=2204; 2205					
	1994	1995	1996	1997	1998	
					Jan-Sep	
Ontario	166,028	170,780	207,531	213,953	189,495	
Quebec	127,861	143,457	163,129	190,487	173,974	
British Colombia	67,484	61,600	73,001	88,654	66,916	
Alberta	49,800	49,289	55,855	59,586	57,808	
Manitoba	7,680	14,442	9,250	8,957	8,197	
Nova Scotia	4,805	6,386	5,237	7,084	5,934	
Saskatchewan	3,551	3,359	4,087	4,153	3,466	
New Brunswick	1,522	4,216	3,366	3,847	3,203	
New Foundland	2,622	2,641	3,247	2,897	2,531	
Prince Edward Island	543	522	474	804	484	
Yukon		1	37	26	2	
Total	431,897	456,693	525,213	580,449	512,010	
18-Dec-98						
prvIm98.PRN-FAS/Ottawa-Data Source: Tiers Database--Statistics Canada.						

Imports of Wine, <2 Liters, Volume

Canada: Imports of Wine, <2 Liters					
1994-1998 Calendar Years					
'000 Liters					
HS=220421					
	1994	1995	1996	1997	1998
					Jan-Sep
France	38,329	36,215	34,687	40,351	35,119
Italy	18,587	19,390	22,781	21,658	19,359
United States	14,279	15,316	18,893	18,386	16,546
Chile	5,570	6,034	7,104	7,222	6,235
Australia	5,457	4,994	6,056	6,135	5,732
Germany	5,886	4,830	4,180	3,527	2,822
Portugal	2,628	2,864	3,155	3,645	3,123
Spain	2,249	2,132	2,164	2,485	2,106
South Africa	2,005	1,811	2,441	2,233	1,596
Greece	1,892	1,761	1,791	1,643	999
Others	3,922	3,913	5,481	4,973	4,479
Total	100,805	99,260	108,733	112,258	98,117
17-Dec-98					
12qim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of wine, <2 Liters, Value

Canada: Imports of Wine, <2 Liters					
1994-1998 Calendar Years					
C\$ '000					
HS=220421					
	1994	1995	1996	1997	1998
					Jan-Sep
France	151,479	158,952	155,371	174,310	163,286
Italy	53,090	63,595	76,189	78,272	72,242
United States	49,980	54,759	73,122	79,620	70,044
Australia	19,922	19,800	26,908	31,205	29,335
Chile	15,611	18,363	22,339	25,954	24,879
Germany	16,499	16,254	14,670	13,293	10,722
Portugal	10,034	11,259	14,958	17,244	14,468
Spain	8,370	8,309	9,564	11,486	9,227
South Africa	7,324	6,656	9,601	9,253	6,758
Greece	3,513	3,586	4,065	4,157	2,698
Others	9,113	9,756	14,148	13,795	13,304
Total	344,934	371,290	420,936	458,588	416,962
17-Dec-98					
12vim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Wine, <2 Liters, by Province, Volume

Canada: Imports of Wine, <2 Liters, by Province					
1994-1998 Calendar Years					
'000 Liters					
HS=2204.21					
	1994	1995	1996	1997	1998
					Jan-Sep
Ontario	45,398	44,653	49,432	48,095	41,445
Quebec	19,117	21,706	25,061	29,896	28,011
British Columbia	18,474	16,238	16,911	17,049	12,661
Alberta	11,530	9,313	10,444	9,894	9,865
Manitoba	2,291	2,252	2,301	2,240	2,065
Nova Scotia	1,490	2,001	1,426	1,931	1,548
Saskatchewan	1,133	1,024	1,170	1,146	941
New Brunswick	401	1,141	924	989	768
New Foundland	774	747	899	781	674
Prince Edward Island	196	185	158	233	139
Others	(0)	0	6	4	0
Total	100,805	99,260	108,733	112,258	98,117
18-Dec-98					
2pqim98.wk4FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Wine, <2 Liters, by Province, Value

Canada: Imports of Wine, <2 Liters					
1994-1998 Calendar Years					
C\$'000					
HS=2204.21					
	1994	1995	1996	1997	1998
					Jan-Sep
Ontario	142,402	147,478	180,215	178,096	160,513
Quebec	87,012	103,208	112,713	138,338	132,923
British Columbia	53,772	49,410	55,701	64,147	49,624
Alberta	43,218	42,974	49,465	53,303	51,983
Manitoba	6,860	13,050	8,198	8,061	7,650
Nova Scotia	4,355	5,811	4,652	6,330	5,555
Saskatchewan	3,155	2,932	3,588	3,635	3,145
New Brunswick	1,218	3,469	2,866	3,238	2,690
New Foundland	2,434	2,462	3,075	2,652	2,417
Prince Edward Island	508	495	425	761	460
Others	0	1	37	26	2
Total	344,934	371,290	420,936	458,588	416,962
18-Dec-98					
2pvim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of White Wine, <2 Liters, <13.7% Alcohol, Volume

Canada: Imports of White Wine, <2 Liters, <13.7%					
1994-1998 Calendar Years					
'000 Liters					
HS=2204211010					
	1994	1995	1996	1997	1998
					Jan-Sep
France	21,631	19,138	17,366	18,018	14,773
Italy	8,518	8,352	8,525	7,902	6,188
United States	7,433	7,658	8,749	8,741	6,130
Germany	5,706	4,659	3,972	3,382	2,744
Australia	3,019	2,434	2,543	2,560	1,964
Chile	1,742	2,093	2,240	2,093	1,732
Greece	1,134	1,027	961	859	506
South Africa	766	773	907	902	564
Hungary	644	556	530	376	357
Portugal	505	494	424	449	309
Others	964	918	1,106	1,152	1,052
Total	52,064	48,104	47,323	46,432	36,319
17-Dec-98					
w2qim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of White Wine, <2 Liters, <13.7% Alcohol, Value

Canada: Imports of White Wine, <2 Liters, <13.7%					
1994-1998 Calendar Years					
C\$ '000					
HS=2204211010					
	1994	1995	1996	1997	1998
					Jan-Sep
France	72,470	69,344	64,085	64,755	55,831
United States	26,002	27,568	34,058	34,537	25,436
Italy	21,260	25,675	25,015	24,459	19,807
Germany	15,827	15,619	13,799	12,743	10,385
Australia	11,002	9,697	11,405	11,942	9,538
Chile	5,114	6,168	6,929	7,346	6,884
South Africa	2,786	2,677	3,553	3,456	2,159
Greece	2,024	1,984	1,975	2,000	1,247
Portugal	1,360	1,453	1,352	1,435	986
New Zealand	1,009	1,040	1,076	1,449	1,413
Others	3,297	3,343	4,012	3,762	3,594
Total	162,151	164,569	167,258	167,883	137,280
17-Dec-98					
w2vim98.wk4FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Red Wine, <2 Liters, <13.7% Alcohol, Volume

Canada: Imports of Red Wine, 2< Liters, <13.7%					
1994-1998 Calendar Years					
'000 Liters					
HS=2204211020					
	1994	1995	1996	1997	1998
					Jan-Sep
France	15,157	15,519	15,235	20,154	18,244
Italy	9,506	10,422	12,931	12,249	11,662
United States	4,996	5,940	7,357	6,336	6,847
Chile	3,756	3,880	4,746	4,914	4,278
Australia	1,973	1,902	2,786	2,774	3,033
Spain	1,107	1,080	1,154	1,228	1,276
Hungary	1,109	1,159	1,215	1,042	842
Bulgaria	538	605	1,531	1,236	1,032
South Africa	935	807	1,150	1,023	789
Portugal	561	720	721	799	679
Others	1,481	1,402	1,780	1,844	1,614
Total	41,119	43,435	50,606	53,600	50,295
17-Dec-98					
r2qim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Red Wine, <2 Liters, <13.7% Alcohol, Value

Canada: Imports of Red Wine, <2 Liters, <13.7%					
1994-1998 Calendar Years					
C\$ '000					
HS=2204211020					
	1994	1995	1996	1997	1998
					Jan-Sep
France	72,782	83,604	83,050	100,671	98,614
Italy	29,694	35,687	46,063	47,293	45,002
United States	18,322	21,435	28,999	31,847	30,381
Chile	10,340	12,008	15,023	17,784	17,015
Australia	7,778	8,476	13,130	15,606	16,098
Spain	3,682	3,887	5,056	5,755	5,481
South Africa	3,585	3,223	4,698	4,600	3,636
Portugal	1,722	2,171	4,143	2,695	2,371
Hungary	2,117	2,276	2,557	2,185	1,808
Bulgaria	939	1,129	3,188	2,708	2,408
Others	3,450	3,619	4,947	5,371	5,293
Total	154,411	177,516	210,855	236,515	228,106
17-Dec-98					
r2vim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Wine, >2 Liters, Volume

Canadian Imports of Wine, >2 Liters Imports					
1994-1997 Calendar Years					
'000 Liters					
HS=220429					
	1994	1995	1996	1997	1998
					Jan-Sep
Chile	8,921	15,709	21,111	21,002	11,157
France	13,319	10,564	15,277	14,137	11,616
United States	17,471	10,484	12,225	12,521	11,947
Italy	3,878	2,874	2,613	3,297	4,181
South Africa	1,402	1,394	1,317	3,198	1,038
Argentina	144	616	1,177	2,858	1,460
Spain	2,938	519	468	805	645
Australia	725	513	675	1,075	500
Germany	270	498	343	512	364
Hungary	356	287	348	419	168
Others	223	406	468	1,274	862
Total	49,648	43,865	56,022	61,099	43,937
17-Dec-98					
g2qim98.wk4FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Wine, >2 Liters, Value

Canada: Imports of Wine, >2 Liters					
1994-1998 Calendar Years					
C\$'000					
HS=220429					
	1994	1995	1996	1997	1998
					Jan-Sep
France	14,394	13,763	18,511	14,382	12,321
Chile	5,414	9,043	16,046	25,193	16,016
United States	12,469	8,245	10,153	11,501	11,346
Italy	2,870	2,724	3,324	3,987	4,857
South Africa	808	1,354	1,281	3,235	1,008
Australia	1,174	996	1,590	2,118	1,206
Argentina	74	253	855	3,161	1,728
Spain	1,732	513	441	571	482
Germany	271	616	498	648	471
Bulgaria	54	26	187	812	570
Others	486	597	817	1,557	693
Total	39,746	38,130	53,703	67,166	50,697
17-Dec-98					
g2vim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Wine, >2 Liters, by Province, Volume

Canada: Imports of Wine, >2 Liters, by Province					
1994-1998 Calendar Years					
'000 Liters					
HS=220429					
	1994	1995	1996	1997	1998
					Jan-Sep
Quebec	28,874	25,996	33,336	31,536	23,215
British Columbia	9,973	7,144	10,959	14,617	10,877
Ontario	9,535	8,653	10,092	13,323	8,696
Alberta	924	924	1,021	1,068	875
New Brunswick	302	380	261	315	161
Manitoba		690	98	14	30
Nova Scotia	29	54	228	175	50
Saskatchewan	12	23	25	21	33
New Foundland		0		29	
Total	49,648	43,865	56,022	61,099	43,937
pbqim98.wk4-FAS/Ottawa-Source: Tiers; StatCan					

Imports of Wine, >2 Liters, By Province, Value

Canada: Imports of Wine, >2 Liters, by Province					
1994-1998 Calendar Years					
C\$'000					
HS=220429					
	1994	1995	1996	1997	1998
					Jan-Sep
Quebec	23,530	22,039	31,104	31,135	25,599
Ontario	7,258	8,217	10,502	16,844	11,608
British Columbia	7,626	6,017	10,324	17,263	12,204
Alberta	1,077	1,080	1,251	1,147	930
New Brunswick	181	257	197	316	153
Nova Scotia	40	42	195	271	80
Manitoba		414	58	19	51
Saskatchewan	34	64	71	60	73
New Foundland		1		110	
Total	39,746	38,130	53,703	67,166	50,697
pbvim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of White Wine, >2 Liters, <13.7% Alcohol, Volume

Canada: Imports of White Wine, >2 Liters, <13.7%					
1994-1998 Calendar Years					
'000 Liters					
HS=2204291010					
	1994	1995	1996	1997	1998
					Jan-Sep
United States	11,454	5,953	7,821	8,047	7,038
Chile	4,600	7,591	11,682	9,869	5,445
France	6,547	5,606	8,154	5,921	4,659
Italy	2,134	1,766	1,086	1,377	1,742
South Africa	1,165	802	813	2,037	894
Spain	1,401	328	207	278	285
Argentina	144	350	239	1,023	630
Germany	270	498	343	370	292
Australia	416	154	142	625	325
Hungary	188	263	120	84	72
Others	74	145	123	558	214
Total	28,394	23,455	30,729	30,188	21,596
17-Dec-98					
wbqim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of White Wine, >2 Liters, <13.7% Alcohol, Value

Canada: Imports of White Wine, >2 Liters, <13.7%					
1994-1998 Calendar Years					
C\$'000					
HS=2204291010					
	1994	1995	1996	1997	1998
					Jan-Sep
Chile	2,445	3,909	8,352	10,164	7,552
United States	7,317	4,462	5,712	6,721	5,780
France	6,186	6,455	7,500	5,242	4,420
Italy	1,487	1,542	1,156	1,567	1,796
South Africa	586	673	771	1,841	900
Australia	730	273	223	1,223	705
Argentina	74	108	116	1,349	665
Germany	271	616	498	507	407
Spain	791	299	167	160	196
Hungary	114	183	85	62	57
Others	66	114	133	798	288
Total	20,068	18,633	24,715	29,634	22,765
17-Dec-98					
wbvim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Red Wine, >2 Liters, <13.7% Alcohol, Volume

Canada: Imports of Red Wine, >2 Liters, <13.7%					
1994-1998 Calendar Years					
'000 Liters					
HS=2204291020					
	1994	1995	1996	1997	1998
					Jan-Sep
Chile	3,641	7,112	8,445	10,669	5,371
France	6,478	4,933	7,007	7,831	6,764
United States	4,290	2,926	3,248	4,070	4,337
Italy	1,667	1,105	1,516	1,859	2,409
Argentina		267	866	1,835	782
Spain	1,532	182	259	526	359
South Africa	213	521	504	1,161	120
Australia	238	290	462	434	145
Bulgaria	47		71	375	302
Hungary	24	24	36	72	48
Others	62	204	217	352	293
Total	18,192	17,564	22,631	29,183	20,930
18-Dec-98					
rbqim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Red Wine, >2 Liters, <13.7% Alcohol, Value

Canada: Imports of Red Wine, >2 Liters, <13.7%					
1994-1998 Calendar Years					
CS'000					
HS=2204291020					
	1994	1995	1996	1997	1998
France	7,636	7,249	10,845	8,554	7,717
Chile	2,619	4,623	6,835	13,685	7,465
United States	3,752	2,661	3,179	4,262	4,974
Italy	1,310	1,171	2,130	2,328	3,005
Argentina		144	625	1,813	965
Australia	325	595	1,230	798	352
South Africa	192	605	510	1,394	83
Spain	927	191	265	410	284
Bulgaria	54		118	591	408
Saudi Arabia			171	173	0
Others	83	180	147	390	380
Total	16,898	17,419	26,057	34,396	25,635
18-Dec-98					
rbvim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Grape Must for Winemaking, Volume

Canada: Imports of Grape Must, Not Concentrated					
1994-1998 Calendar Years					
'000 Liters					
HS=2009601030					
	1994	1995	1996	1997	1998
					Jan-Sep
United States	6,296	5,903	4,783	5,088	1,727
Chile	15	1,283	340	1,018	
Argentina			160	636	462
Italy	204	152	115	360	30
South Africa	29			144	23
Mexico			35	93	51
Spain				144	
France	1	1	1	2	129
United Kingdom	12	14	22		
Austria		17	17		
Others	27	0	4	1	0
Total	6,585	7,371	5,477	7,487	2,421
18-Dec-98					
nmqim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Grape Must for Winemaking, Value

Canada: Imports of Grape Must, Not Concentrated					
1994-1998 Calendar Years					
C\$'000					
HS=2009601030					
	1994	1995	1996	1997	1998
					Jan-Sep
United States	5,198	5,655	5,067	5,434	1,596
Chile	26	482	360	1,322	
Italy	190	284	208	609	35
Argentina			150	485	358
Mexico			38	62	86
Spain				138	
South Africa	32			78	24
France	1	1	2	4	121
United Kingdom	22	26	39		
Austria		21	20		
Others	16	0	6	1	(0)
Total	5,486	6,470	5,889	8,132	2,221
18-Dec-98					
nmvim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Concentrated Grape Must for Winemaking, Volume

Canada: Imports of Concentrated Grape Must					
1994-1998 Calendar Years					
'000 Liters					
HS=2009601010, 2009601020					
	1994	1995	1996	1997	1998
					Jan-Sep
United States	8,471	10,038	10,280	10,869	6,790
Chile	770	3,933	7,943	5,092	2,208
Argentina	119	1,763	2,784	4,185	2,193
Italy	957	829	1,389	3,361	2,251
Spain	1,821		429	1,681	1,477
Australia	547	363	443	398	616
South Africa	823	622	2		
Mexico		153	324	371	121
Switzerland		143	76	230	123
France		1	57	97	371
Others	624	206	233	539	13
Total	14,132	18,050	23,960	26,825	16,163
18-Dec-98					
cmqim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Imports of Concentrated Grape Must for Winemaking, Value

Canada: Imports of Concentrated Grape Must					
1994-1998 Calendar Years					
C\$'000					
HS=2009601010, 2009601020					
	1994	1995	1996	1997	1998
					Jan-Sep
United States	14,364	16,379	17,219	17,254	12,978
Chile	1,533	6,819	14,665	12,158	4,254
Italy	2,078	1,868	3,406	7,240	5,023
Argentina	220	2,795	4,747	7,420	3,590
Spain	3,378		733	4,497	3,741
Australia	2,271	1,150	1,446	1,197	1,228
Mexico		257	756	674	275
South Africa	1,069	810	4		
France		2	71	332	1,203
Switzerland		256	198	642	210
Others	879	335	285	1,040	34
Total	25,793	30,671	43,530	52,455	32,535
18-Dec-98					
cmvim98.wk4-FAS/Ottawa-Source: Tiers; StatCan.					

Total Wine Exports, Volume

Canada: Exports of Wine					
1994-1998 Calendar Years					
'000 Liters					
HS=2204, 2205					
	1994	1995	1996	1997	1998
					Jan-Sep
Taiwan	2	87	119	1,287	108
United Kingdom	84	543	199	138	83
United States	146	110	113	130	69
Japan	52	84	93	102	83
Hong Kong	0	6	20	180	117
China, P. Rep.			67	204	5
Dominican Rep.		38	129	93	14
Sweden	8	92	10	32	81
Italy	2	3	70	34	
Singapore		0		44	33
Others	118	103	129	135	68
Total	413	1,066	950	2,380	661
18-Dec-98					
wiqex98.wk4.PRN-FAS/Ottawa-Source: Tiers; StatCan.					

Total Wine Exports, Value

Canada: Exports of Wine					
1994-1998 Calendar Years					
C\$'000					
HS=2204, 2205					
	1994	1995	1996	1997	1998
Taiwan	46	295	497	4,257	736
United States	498	488	709	1,027	864
United Kingdom	307	961	615	473	269
Japan	225	257	318	460	331
China, P. Rep.			160	1,317	85
Hong Kong	1	13	40	755	615
Sweden	30	245	13	176	446
Dominican Rep.		49	131	158	32
France	97	47	59	78	14
Singapore		25		132	94
Others	197	220	544	422	292
Total	1,400	2,600	3,087	9,255	3,778
18-Dec-98					
wivex98.prn-FAS/Ottawa-Source: Tiers; StatCan.					